

Trinidad and Tobago
INDUSTRIAL DEVELOPMENT CORPORATION

APR 7 4 43 PM 1964 P.O. Box 949, Port-of-Spain,
Trinidad, W.I.

Cables: IDCORP

Telephones: ~~XXXX~~ 7291/6
~~XXXX~~

REGISTRATION SECTION

February 13, 1963.

Ted M. Levine, President,
Development Counsellors International,
Suite 801,
20 East 46 Street,
New York 17, N.Y.,
U.S.A.

REGISTRATION No.

Dear Mr. Levine,

At the 164th Meeting of the Industrial Development Corporation held on 12th February, 1963, your "Investment Promotion Program Proposal for the IDC in North America, Calendar 1963", was discussed as presented in your Memorandum dated 8th February, 1963, and it was agreed to retain the services of Development Counsellors International for the implementation of this programme as proposed for 1963.

2. The Corporation now desires to confirm formally that during the period 1st January, 1963, to 31st December, 1963, a programme to cover the following project approaches is to be undertaken :

1. Direct Mail
2. Publicity (Exclusives and Releases)
3. Space Advertising
4. Special Events and Promotions
5. Sales Promotion
6. Sales Contacts
7. Special Marketing Programme
8. Co-operative Promotion.

Proposals of the above are as shown on pages 13 and 14 of your Memorandum dated 8th February, 1963.

3. The budget which has been approved for the programme is as follows :

Direct Mail		\$8,000
Time	\$5,000	
Out of pocket	3,000	
Publicity (Exclusives & Releases)		7,000
Time	\$6,000	
Out of pocket	1,000	
Advertising		8,000
Time	\$2,500	
Out of pocket	5,500	
Special Events and Promotions		7,500
Time	\$5,500	
Out of pocket	2,000	
Sales Promotion		2,500
Time	\$1,500	
Out of pocket	1,000	
Sales Contacts		7,000
Time	\$5,500	
Out of pocket	1,500	

Ed M. Levine, President.

February 13, 1963.


Special Marketing Programme	\$1,500
Time	\$1,000
Out of pocket	500
Co-operative Promotion (with BWIA. Tourist Board)	1,000
Time	\$ 750
Out of pocket	250
DCI travel (US - T'dad based on total of 3 trips of 5 weeks stay)	2,250
Contingency Fund	2,250
D.C.I. Overhead and Fee	<u>3,000</u>
TOTAL	<u>\$ 50,000 US</u>

4. Payments will be made to you monthly for the period January 1 to December 31, 1963, within the budget of \$50,000. US upon submission of detailed reports on your activities and ~~representations~~ ^{expenses} your expenses in keeping with the form and details of the budget outlined in paragraph 3 above, out of pocket expenses being supported by bills or other evidence, and DCI overhead and fee being charged at \$250. US per month being one-twelfth of the total allocation of \$3,000.

5. I should be grateful if you would confirm agreement of the above proposals by signing on the enclosed copy of this letter.

6. We have to thank you for the personal interest you have given to our project in 1962 and look forward to pleasant and fruitful collaboration during 1963.

Yours sincerely,


Clyde S. Namsco,
Secretary/Asst. Manager.

I hereby confirm agreement with the proposals contained in paragraphs 2 to 4 of the above letter.


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Development Counsellors International Ltd.

February , 1963.

Trinidad and Tobago

APR 7 4 53 PM 1962
INDUSTRIAL DEVELOPMENT CORPORATION

P.O. Box 949, Port-of-Spain,
Trinidad, W.I.

Cables: IDCORP
REGISTRATION SECTION

Telephones: 7297
8327
8455

REGISTRATION NO. *142*

Mr. Ted M. Levine,
President,
Development Counsellors International Ltd.,
730 Fifth Avenue,
New York 19,
New York.

Dear Sir,

I refer to previous correspondence and discussions concerning an investment promotion programme to be undertaken by your Company for the Corporation over a 12-month period commencing 1st May, 1962. Particular reference is made to the Corporation's letter to you dated 5th May, 1962, in which an informal proposal was made to you and to yours of 8th May, 1962, in reply to this in which certain amendments to the original programme were suggested.

2. The Corporation now desires to confirm formally that during the period 1st May, 1962 to 31st December, 1962, a programme to cover the following project approaches is to be undertaken:

- (i) Direct Mail
- (ii) Executive Publicity
- (iii) Space Advertising
- (iv) Special Events
- (v) Sales Promotion
- (vi) Direct Sales Contact
- (vii) Local Public Relations.

Details of the above are as shown on pages 10-17 of your letter dated 13th April, 1962, but subject to the following agreed amendments in accordance with paragraph 2 - "programme revision" of yours of 8th May, 1962.

(a) Direct Mail

Canadian as well as U.S. manufacturers are to be included in "vertical industry" direct mailings.

(b) Executive Publicity

In terms of "big stories" in major publications, the Financial Post should be added to such magazines as the New York Times, Fortune, Business Week etc.

(c) Direct Sales Contact

Canadians as well as U.S. cases are to be followed up.

(d) Local Public Relations

Assistance is to be provided by you in staffing the local public relations programme and getting the programme started. In this connection, you would be expected to spend some time in Trinidad - details of this stay are to be worked out with you.

There is one other aspect of the programme relating to the visit of Mr. M. Ellenis to cover the opening of the Trinidad Hilton Hotel. This assignment has already been carried out in accordance with paragraph 3 of your letter dated 8th May, 1962.

3. The revised annual budget agreed for the programme is as follows:

<u>Item</u>	<u>Budget</u>
Direct Mail	9,000
Publicity	8,000
Advertising	8,000
Special Events	11,000
Sales Promotion Material	6,000
Sales Contacts	3,000
Local Public Relations (including special residence in Trinidad)	3,500
Other DCI Travel	2,000
Contingency Fund	500
DCI overhead and fee	<u>9,000</u>
	<u>60,000</u>

Of the total amount of \$60,000 U.S. for a 12-month period, the Corporation agrees that you may proceed with a partial programme to end on 31st December, 1962, at a cost not exceeding \$35,000 U.S.

4. Payments will be made to you for the period 1st May to 31st December, 1962, within the budget of \$35,000 U.S. as under:

- (i) An Advance payment of \$5,000;
- (ii) Payment at the end of each month of out-of-pocket expenses supported by bills or other evidence;
- (iii) At the end of each quarter, you are to submit a detailed financial statement showing out-of-pocket expenses as well as time and overhead costs for the quarter. Quarterly settlement against the Advance Account of \$5,000 U.S. will be made on analysis of a full progress report from you on the programme.

5. I would be grateful if you would confirm agreement of the above proposals by signing on the enclosed copy of this letter.

6. I enclose draft for \$5,910.13 U.S. being

- (a) Advance payment \$5,000 U.S.
- (b) Out of pocket expenses for May 910.13 U.S.

Yours faithfully,

I hereby confirm agreement to the proposals contained at paras. (2) - (4) of the above letter, and acknowledge receipt of Draft on Barclays Bank DCO No. 26/623739 in the sum of \$5,910.13 U.S.

Development Counsellors International Ltd.

Date:

Trinidad and Tobago

INDUSTRIAL DEVELOPMENT CORPORATION

RECEIVED
Cable APR 17 CORP 4 54 PM 1964

P.O. Box 949, Port-of-Spain,
Trinidad, W.I.

Telephones: 7291-96
8377
8455

REGISTRATION SECTION

17th January, 1964

Mr. Ted M. Levine
President,
Development Counsellors International,
Suite 801,
20 East 46 Street,
New York 17, N.Y.,
U. S. A.

REGISTRATION No. 1421

Dear Mr. Levine,

At the 189th Meeting of the Industrial Development Corporation held on 10th January 1964, your "North American Investment Promotion Program for the Trinidad-Tobago Industrial Development Corporation, Calendar 1964" was discussed with you as presented in your memorandum dated November 8, 1963, and it was agreed to retain the services of Development Counsellors International for the implementation of this programme as proposed for 1964.

2. The Corporation now desires to confirm formally that during the period 1st January 1964 to 31st December 1964, a programme to cover the following project items is to be undertaken:-

1. Direct Mail
2. Publicity
3. Space Advertising
4. Special Events
5. Sales Promotion
6. Direct Sales Contact
7. Special Marketing Programme
8. Co-operative Institutional Promotion.

Proposals of the above are as shown on pages 11 to 14 of your Memorandum dated November 8, 1963.

3. In the implementation of this programme you will be responsible to this Corporation through our North American Director in New York, Mr. Clyde S. Mansoo, who would on our behalf supervise the working of the programme and control budget expenditures.

4. The budget which has been approved for the programme is as follows:-

Time (mainly copy-writing, list selection)		\$9,000
Out-of-pocket (production and mailing)	\$4,000 333	
Publicity (new emphasis: Hotel development, North American Director)	5,000	
Time (creative writing and placement)		8,000
Out-of-pocket (photos, club, other special materials)	6,000 500	
Advertising (continued "case histories", new emphasis on publicity)	2,000	
Time (subject selection, copy-writing)		10,000
Out-of-pocket (space purchase, production)	3,500 240	
Special Events*	6,500	
Time (pre-planning, schedule arrangement, association contact, editorial placement, preparation of promotion materials)		13,000
Out-of-pocket (rental and use of facilities, publication of material, DCI travel)	7,500 625	
Sales Promotion (ad reprints, special folders, prospectuses, etc.)	5,500	
Time (creative planning and writing)		2,000
Out-of-pocket (production, distribution)	1,250 105	
Sales Contact (orienting and assisting North America IDC Director)	750	
Time (joint planning, selling, follow-up with IDC Director)		7,000
Out-of-pocket (local DCI travel, case materials preparation)	5,000 415	
Special Marketing (local industry emphasis)	2,000	
Time (mainly interview of firms, writing)		1,500
Out-of-pocket (preparation of special materials)	1,000 85	
Special Co-operative Projects (with B.W.I.A., Embassy, etc.)	500	
Time (joint meeting with other Trinidad-related groups)		1,000
DCI Travel to Trinidad (based on a total of four trips and seven weeks stay)	1,000 85	
DCI overhead and fee (about 7%)		3,000
Contingency Fund and Miscellaneous	333	4,000
		<u>2,500</u>
Total (U.S.)	(5083 me)	\$61,000

5. Payments will be made to you monthly for the period January 1 to December 31, 1964, within the budget of \$61,000 U.S. upon submission of detailed reports on your activities and presentation of your expenses in keeping with the form and details of the budget outlined in paragraph 4 above to our Mr. Namsoo in New York with a copy to us in Trinidad. Out-of-pocket expenses are to be supported by bills or other evidence, and D.C.I. overhead and fee to be charged at a sum equal to 1/12 (one-twelfth) of the total allocation of \$4,000 U.S.

6. I should be grateful if you would confirm agreement of the above proposals by signing the enclosed copy of this letter.

7. We have to thank you for the personal interest you have given to our project in 1963 and especially for your guidance and service in connection with the I.D.C. 1963 Investment Mission to New York, and we look forward to very pleasant and fruitful collaboration during 1964.

Yours sincerely,



P.B. Burke
Acting General Manager.

I hereby confirm agreement with the proposals contained in paragraphs 2 to 5 of the above letter.



President
Development Counsellors International Ltd.

Date 18.1.64

enc: